

WHAT IS CLAIMED IS:

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1 1. A automated creation and delivery method for generating output
2 material, comprising:
3 generating a customer record in a first database table to include fields
4 specifying at least one product, customer preferences, and a selected output method to
5 deliver generated output material on the product specified in the customer record;
6 receiving at least one customer record in the first database to process;
7 accessing at least one content file by processing a second database table using
8 values in one received customer record;
9 generating the content of each accessed file into the output material;
10 determining a selected one of a plurality of delivery options from the customer
11 record; and
12 transmitting the output material via the determined delivery option to the
13 customer specified in the customer record.

1 2. The method of claim 1, wherein the customer records in the first
2 database are generated by a human operator interacting with a customer to determine
3 customer and preferences.

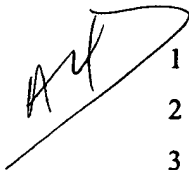
1 3. The method of claim 1, wherein generating the customer records
2 comprises executing a mining program against a database including customer
3 information to determine information to populate at least one customer record from
4 the customer.

1 4. The method of claim one 1, wherein the delivery options are members
2 of the set of delivery options consisting of: electronic mail, facsimile, and postal mail.

1 5. The method of claim 4, further comprising automatically transforming
2 the output material to a format compatible with the selected delivery option, wherein
3 a different format is used for each delivery option, wherein the transformed output is
4 transmitted to the customer via the selected delivery option.

1 6. The method of claim 4, wherein multiple customer records are
2 processed, and wherein the output generated from the customer records differs for at
3 least two customers and the delivery option used to transmit the output differs for at
4 least two customers.

1 7. The method of claim 4, wherein the output material is automatically
2 transmitted using one of the selected delivery options after generating the output
3 material and further automatically printed for subsequent postal mailing to a customer
4 street address.



1 8. The method of claim 1, further comprising:
2 processing a template including queries of records in the second database
3 table; wherein accessing at least one file using values in one received customer record
4 comprises:
5 accessing at least one value in a field in one customer record to include in a
6 query against the second database table; and
7 applying the query against the second database to determine a record
8 associated with a file including fields matching the query, wherein the accessed file is
9 associated with the determined record, and wherein generating the content into the
10 output material comprises generating the content into the template, which forms the
11 output material.

1 9. The method of claim 8, wherein there are multiple files for each query,
2 wherein the records associated with the files for each query have different values in at
3 least one field, wherein determining the record comprises determining the record from
4 the files associated with the query that matches the search criteria.

1 10. The method of claim 9, wherein each query is maintained in a
2 container in the template, wherein the file having the associated record that matches
3 the query is generated into the container, further comprising resizing the appearance
4 of the file content generated into the containers in the output material.

1 11. The method of claim 9, further comprising accessing data from the
2 customer record to insert into the text generated into the container from the accessed
3 file generated into the container.

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1 12. A automated creation and delivery system for generating output
2 material, comprising:
3 means for generating a customer record in a first database table to include
4 fields specifying at least one product, customer preferences, and a selected output
5 method to deliver generated output material on the product specified in the customer
6 record;
7 means for receiving at least one customer record in the first database to
8 process;
9 means for accessing at least one content file by processing a second database
10 table using values in one received customer record;
11 means for generating the content of each accessed file into the output material;
12 means for determining a selected one of a plurality of delivery options from
13 the customer record; and

14 means for transmitting the output material via the determined delivery option
15 to the customer specified in the customer record.

1 13. The system of claim 12, further comprising means for allowing a
2 human operator to enter the data for the customer records in the first database when
3 interacting with a customer to determine customer preferences.

1 14. The system of claim 12, wherein the means for generating the
2 customer records comprises executing a mining program against a database including
3 customer information to determine information to populate at least one customer
4 record from the customer.

1 15. The system of claim 12, wherein the delivery options are members of
2 the set of delivery options consisting of: electronic mail, facsimile, and postal mail.

1 16. The system of claim 15, further comprising means for automatically
2 transforming the output material to a format compatible with the selected delivery
3 option, wherein a different format is used for each delivery option, wherein the
4 transformed output is transmitted to the customer via the selected delivery option.

1 17. The system of claim 15, further comprising means to batch process
2 multiple customer records, wherein the output generated from the customer records
3 differs for at least two customers and the delivery option used to transmit the output
4 differs for at least two customers.

1 18. The system of claim 15, further comprising:
2 means for automatically transmitting the output material using one of the
3 selected delivery options after generating the output material; and

4 means for automatically printing the output material for subsequent postal
5 mailing to a customer street address.

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1 19. The system of claim 12, further comprising:
2 means for processing a template including queries of records in the second
3 database table; wherein the means for accessing at least one file using values in one
4 received customer record comprises:
5 means for accessing at least one value in a field in one customer record to
6 include in a query against the second database table; and
7 means for applying the query against the second database to determine a
8 record associated with a file including fields matching the query, wherein the
9 accessed file is associated with the determined record, and wherein the means for
10 generating the content into the output material comprises generating the content into
11 the template, which forms the output material.

1 20. The system of claim 19, wherein there are multiple files for each
2 query, wherein the records associated with the files for each query have different
3 values in at least one field, wherein the means for determining the record comprises
4 determining the record from the files associated with the query that matches the
5 search criteria.

1 21. The system of claim 20, wherein each query is maintained in a
2 container in the template, wherein the file having the associated record that matches
3 the query is generated into the container, further comprising means for resizing the
4 appearance of the file content generated into the containers in the output material.

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1 22. An article of manufacture for providing an automated creation and
2 delivery system for generating output material, the article of manufacture comprising

3 a computer usable media including at least one computer program embedded therein
4 that is capable of causing at least one computer to perform:
5 generating a customer record in a first database table to include fields
6 specifying at least one product, customer preferences, and a selected output method to
7 deliver generated output material on the product specified in the customer record;
8 receiving at least one customer record in the first database to process;
9 accessing at least one content file by processing a second database table using
10 values in one received customer record;
11 generating the content of each accessed file into the output material;
12 determining a selected one of a plurality of delivery options from the customer
13 record; and
14 transmitting the output material via the determined delivery option to the
15 customer specified in the customer record.

1 23. The article of manufacture of claim 22, wherein the customer records
2 in the first database are generated by a human operator interacting with a customer to
3 determine customer and preferences.

1 24. The article of manufacture of claim 22, wherein generating the
2 customer records comprises executing a mining program against a database including
3 customer information to determine information to populate at least one customer
4 record from the customer.

1 25. The article of manufacture of claim 22, wherein the delivery options
2 are members of the set of delivery options consisting of: electronic mail, facsimile,
- 3 and postal mail.

1 26. The article of manufacture of claim 25, further comprising
2 automatically transforming the output material to a format compatible with the
3 selected delivery option, wherein a different format is used for each delivery option,
4 wherein the transformed output is transmitted to the customer via the selected
5 delivery option.

1 27. The article of manufacture of claim 25, wherein multiple customer
2 records are processed, and wherein the output generated from the customer records
3 differs for at least two customers and the delivery option used to transmit the output
4 differs for at least two customers.

1 28. The article of manufacture of claim 25, wherein the output material is
2 automatically transmitted using one of the selected delivery options after generating
3 the output material and further automatically printed for subsequent postal mailing to
4 a customer street address.

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1 29. The article of manufacture of claim 22, further comprising:
2 processing a template including queries of records in the second database
3 table; wherein accessing at least one file using values in one received customer record
4 comprises:
5 accessing at least one value in a field in one customer record to include in a
6 query against the second database table; and
7 applying the query against the second database to determine a record
8 associated with a file including fields matching the query, wherein the accessed file is
9 associated with the determined record, and wherein generating the content into the
10 output material comprises generating the content into the template, which forms the
11 output material.

1 30. The article of manufacture of claim 29, wherein there are multiple files
2 for each query, wherein the records associated with the files for each query have
3 different values in at least one field, wherein determining the record comprises
4 determining the record from the files associated with the query that matches the
5 search criteria.

1 31. The article of manufacture of claim 30, wherein each query is
2 maintained in a container in the template, wherein the file having the associated
3 record that matches the query is generated into the container, further comprising
4 resizing the appearance of the file content generated into the containers in the output
 material.

1 32. The article of manufacture of claim 30, further comprising accessing
2 data from the customer record to insert into the text generated into the container from
3 the accessed file generated into the container.